



**Bachelor of Arts in Communications (PR Concentration)**, Minor in Business Administration  
California State University Fullerton

summa cum laude  
2009- 2011

### APPLICABLE SKILLS

**Communications Experience:** Developing and executing strategic, integrated PR and marketing plans, media and influencer relations, pitching, excellent use of AP Style, digital advertising, professional social media, proofreading/editing, presentations

**Software:** PC/MAC, Cision Point, Vocus, Burelles Luce, Internet research, incl. ProQuest, LexisNexis, Factiva, Constant Contact, MailChimp, Professional Microsoft Office Suite, iPhoto, iMovie, basic Photoshop, Pixlr, PicMonkey, InfusionSoft

**Online Media:** Social Media Releases (PitchEngine), professional online social marketing, incl. Facebook (ads), Twitter, LinkedIn, Pinterest, Instagram, YouTube, Vine, SproutSocial, HootSuite, analytics, website creation (WordPress), blogging; promotional video creation/editing, HARO

**Leadership:** Team/intern management, meeting leader, strategic planning/networking, client relations, interviewing/hiring

**Languages:** Fluent/accents-free in German, proficient/accents-free in French, beginning Spanish, 6 years of Latin

### RELATED WORK EXPERIENCE



**Account Manager** at BRANDING PERSONALITY, Fullerton, CA 2/2013 - PRESENT

- Promoted from Account Executive after ½ year due to leadership skills, commitment to excellence, and work ethic

#### **SUCCESES:**

- Increased ticket sales for Queen's Day LA by 25% through bloggers & social media, received 9 media placements
- Managed selection of group of brand ambassadors from local bloggers and influencers for Goodwill of Orange County and planned/executed media event, which resulted in 283,000 immediate media impressions
- Increased OC Goodwill's Facebook likes from 700 to 20,000 in 10 months, utilizing cross-promotion and promoted posts and ads on large budget, always keeping active fan engagement around 20%
- Manage digital marketing team, media relations (incl. relationship management), social media for all accounts
- Maintain relationships with clients, business partners, work on business development, including proposals and presentations, lead brainstorming and idea creation, draft integrated communications campaigns
- New media relations and influencer marketing, incl. pitching, ensure correct placements, campaign evaluation
- Work on social media for clients (Facebook, Twitter, Google+, Tribbr, Pinterest...), manage/write their blogs



**Temporary Executive Assistant** at WARNER BROTHERS, Los Angeles, CA 1/2013 - 2/2013

- Assisted Senior Vice President of Worldwide Television Marketing
- Sent out press releases to national/international media, followed up with inquiring media
- Curated WB content online and posted it on website, conducted market research and wrote reports
- All clerical, incl. phones/email, placing conference calls, rolling calls; managing calendar; booking travel...

### RELATED INTERNSHIP AND VOLUNTEER EXPERIENCE



GolinHarris

**Paid Consumer Marketing Intern-Associate** at GOLINHARRIS, Los Angeles, CA Summer/Fall 2012

- Worked on 10 accounts simultaneously, supported SVP with market and new client research
- Created/maintained media lists (Internet, Cision), media relations: pitched traditional and online media
- Media event planning/execution; invitation/RSVP coordination, mailer preparation/shipping, customer care
- Monitored/tracked/reported/clipped media coverage; compiled reports; evaluated campaigns



**Communications Specialist** at The Phoenix Club, Anaheim, CA

2/2012 - Present

#### **SUCCESES:**

- Created/executed Orange County's First Costume Swap campaign, receiving editorial coverage in 18 different outlets, incl. OC Register, totaling 1.6 million media impressions; integrated blogger event during Oktoberfest
- Supported Oktoberfest 2013 #PartyLikeAGerman campaign, increasing Facebook likes by 250% in 3 months, made this the most successful Oktoberfest in a 51-year history, driving \$1 million in revenue and 33K visitors



**Publicity Intern** at CORE PR GROUP, Los Angeles, CA

Fall 2011

- Supported CEO and 2 publicists and worked directly with talent and press at red carpet events and in office
- Wrote client memos and biographies; created/maintained electronic press kits and media list
- Conducted all clerical tasks, incl. calendar; phones, travel arrangements, mailing, vendor coordination

### ASSOCIATIONS



- PRSA member, Orange County Local Chapter member, Young Professionals Section member
- American Marketing Association member, Orange County Local Chapter member

3/2013  
10/2013